

## ABSTRACT

A system and method for increasing the likelihood of a successful customer response to a solicitation is disclosed. The solicitation is distributed to a customer in the form of a hardcopy, with an electronic reply card being enclosed with or attached to the hardcopy. A user activates the electronic reply card for communication via a wireless communication channel and selects a response mode of the electronic reply card for replying to the solicitation. The selected response mode is transmitted to a provider associated with the solicitation. The customer receives via the communication channel or via a separate communication path a response from the provider according to the selected response mode.